

### REMARKS

This responds to the Final Office Action mailed on May 16, 2006 and the Advisory Action mailed on August 7, 2006. This is accompanied with a Request for Continued Examination (RCE) along with the proper fees. Correspondingly, the entry of the amendments identified above and below is appropriate.

Claims 1, 12, and 20-25 are amended claims 11 and 19 are cancelled, without prejudice to the Applicants; as a result, claims 1-25 are now pending in this application.

### Comments on Claim Rejections

The references of record do not teach alone or in combination with one another customizing features of an commerce or online auctioning network transaction facility, where the features customized are associated with “bidding, listing items for sale, feedback on transactions with other users, chatting with a number of the other users, history of transactions, and email communications.” Any purported features associated with the references are associated with a display of a page elements for a customized page. These are not features as defined and positively recited in the amended claims. Correspondingly, Applicants do not believe that the references alone or in combination teach and suggest each and every limitation of the amended independent claims. Therefore, Applicants respectfully request that the rejections of record be withdrawn and the claims be allowed.

**CONCLUSION**

Applicants respectfully submit that the claims are in condition for allowance and notification to that effect is earnestly requested. The Examiner is invited to telephone Applicants' attorney at (513) 942-0224 to facilitate prosecution of this application.

If necessary, please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

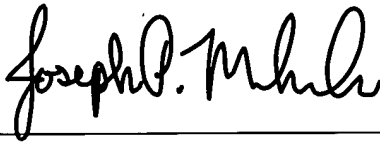
Respectfully submitted,

JENNIFER PEARSON ET AL.

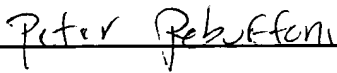
By their Representatives,

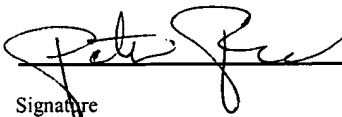
SCHWEGMAN, LUNDBERG, WOESSNER & KLUTH, P.A.  
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Date August 16, 2006

By   
Joseph P. Mehrle  
Reg. No. 45,535

CERTIFICATE UNDER 37 CFR 1.8: The undersigned hereby certifies that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail, in an envelope addressed to: Mail Stop RCE, Commissioner of Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on this 16 day of August, 2006.

  
Name

  
Signature